

AMWAY (M) HOLDINGS BERHAD

A CASE STUDY ANALYSIS

PRESENTED TO:

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**IN PARTIAL FULFILLMENT OF
STRATEGIC MANAGEMENT (MGT 585)**

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1.0 CASE SUMMARY / BACKGROUND

Back to early 1976, with only 5 employees, a small office and a warehouse facility, Amway was established. Throughout almost three decades, Amway (M) Holdings Berhad has growth to its current position. Historically, it was incorporated on 30th August 1995 and was listed a year later, which was on the 15th of April 1996.¹

The history of Amway (M) Holdings Berhad relates indirectly to its roots in America. It was born out of the dreams of two young entrepreneurs, Rich De Vos and Jay Van Andel. Together they share the vision to create a business that could be shared by all. Starting out in 1976, Amway (M) Holding Berhad is one of the leading multi-level direct selling companies in Malaysia. It is also a founding member of the Direct Selling Association of Malaysia and governed by the Direct Sales Act 1993. The company operates from its own headquarters in Petaling Jaya, Selangor Darul Ehsan. It is chaired by Tan Sri Azmi Wan Hamzah and its Managing Director is Mr Low Han Kee.²

Amway (M) Holding Berhad has a core distributor force of 150 000 throughout Malaysia and Negara Brunei Darussalam. These distributors are regarded as independent business owner and not the Amway employee. To support the operation nationwide, Amway Malaysia had taken the initiative to open nine Regional Distribution. These

¹ Annual Report of Amway (M) Holdings Bhd, 1997

² *ibid*